

WHERE THE
GLOBAL FLEET
COMMUNITY
CONNECTS

JUNE 4-6, 2019

**HILTON MIAMI DOWNTOWN
MIAMI, FL**

GLOBAL FLEET CONFERENCE

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FOR INTERNATIONAL FLEET & MOBILITY LEADERS

 **GLOBALFLEET**
THE EXECUTIVE NETWORK

Case Study: How Fleet Data Ownership is Changing

Greg M. Scott

Executive Director

**Global Alliance for Vehicle Data Access
(GAVDA)**

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GAVDA
GLOBAL ALLIANCE FOR
VEHICLE DATA ACCESS

PRESERVING THE RIGHT OF FLEET OWNERS TO CONTROL AND ACCESS DATA GENERATED BY THEIR VEHICLES

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GAVDA – WHO?



AMERICAN BUS ASSOCIATION




GAVDA – WHEN AND WHY?

- **Started in 2016 – ACEA’s “Extended Vehicle”**
- **ACEA Membership Includes All Major Light- and Heavy Duty OEMs**
- **Lock Down Data, Proprietary Cloud, B2B Licenses (Stated Rationale – Cybersecurity)**
- **Vehicle Data Access Debate in E.U., Canada, U.S.**
- **GAVDA Expanded in 2018**
- **GAVDA Exploding Globally in 2019**

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GAVDA – WHAT IS AT STAKE?

- **Real-Time, Bi-Directional Access to Your Vehicle's Data**
- **Current Uses for Data:**
 - Maintenance;
 - Logistics and Fleet Management;
 - Safety and Operator Performance;
 - The Future of Your Fleet?
- **OEMs' Position:**
 - “Tell us what data you need and maybe we'll give it to you” -- 2018
 - “You don't really need it real-time, right? We'll hold it for you and provide it with a 24 hour delay” -- 2019

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GAVDA – PROTECTING

- **Property Rights – If Fleet Purchases Vehicle, Fleet Owns Data**
- **Competition – If OEMs Vertically Integrate *and* Have Data Monopoly, Competition Disappears**
- **Consumer Protection – If Competition Disappears, Consumer (Fleet) Choice Suffers**
- **Safety – Without Data Access, Safety Disappears**
- **Cybersecurity – Closed Systems Most Vulnerable**

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DATA ACCESS ADVOCACY EXAMPLE: U.S. VEHICLE DATA ACCESS COALITION

American Automotive Leasing Association
American Bus Association
American Car Rental Association
American Property Casualty Insurance Association
American Trucking Associations
Auto Care Association
Automotive Aftermarket Suppliers Association
Automotive Fleet and Leasing Association
Automotive Service Association
Coalition of Auto Repair Equality
Coalition for Smarter Transportation
Consumer Action
NAFA Fleet Management Association
Nat. Association of Mutual Insurance Companies
National Consumers League


National Motor Freight Traffic Association
Owner-Operators Independent Drivers Association
Telematics Industry Association
Truck Renting and Leasing Association

eDriving
Geotab, Inc.
GPS Insight
LKQ Corporation
Lytx
Privacy4Cars
Recall Masters, Inc.
Safelite Group, Inc.
UPS

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U.S. VEHICLE DATA ACCESS COALITION

- Promoting Vehicle Data Access Legislation on Capitol Hill
- Based on 2015 EDR Law
- Vehicle Owners/Fleets Control Access to Data
- Preserves Rights of OEMs to Safety and Operational Data
- Prevents Harvesting and Commercialization of Vehicle Fleet Data

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WANT TO WORK WITH GAVDA?

- www.gavda.org
 - gscott@gavda.org
 - 202-297-5123
- Questions or Comments?
- Thank You!

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